



Ray Edwards Show, Episode 395

How To Start Your Own Profitable Copywriting Business Now

- Speaker 1: [00:02](#) Ray Edward Show, episode 395 How To Start Your Own Profitable Copywriting Business Now.
- Speaker 2: [00:14](#) The Ray Edwards Show, this is the podcast for prosperity with purpose. Welcome to the show, my friends. Today's episode has a very singular point, which is how to start your own profitable copywriting business right now. Now, the astute among you will have noticed that I have a course that's entitled to profitable copywriting business, so you might be thinking, well, are you trying to sell me that course? No, I'm outright selling you that course. If you want to build a business as a copywriter, you should get the course. There'll be a link in the show notes where you can enroll.
- Speaker 1: [00:49](#) Also want to share with you some ideas about how to get started, whether or not you take the course and about a super fast track way to get to the winner's circle as a freelance copywriter, and I can help you get there and I'll share that with you a little bit later. But first I just want to walk through the three basic steps you need to take to start making money as a freelance copywriter. And let's begin by backing up a step or two and ask why would I even recommend this? What is the meaning of freelance copywriter? What does having a business as one of those look like? And who is this right for? So those questions. First, a freelance copywriter is someone who writes direct response sales copy that sells products and services. And typically that writer will write for people who already use direct response marketing to sell their stuff.
- Speaker 1: [01:40](#) That means direct mail, direct sales webpages, email campaigns, webinars, video marketing, things like that, especially people who are into Jeff Walker's product launch formula. They're using direct response marketing, direct response copywriting, people who are building a membership site using Stu McLaren's tribe course, people who are building a digital course using Amy Porterfield's digital course academy. All of these folks are building direct response businesses and they must have direct response copy to sell their products and services. So

these are people you would be writing for. And the reason you want to consider doing this as a business is because as a writer, this is the most profitable kind of writing you can get into. I believe with the most certainty that you can make good money. This is the market to go after. If you're a decent writer, you don't have to be the greatest writer in the world, but a decent writer.

Speaker 1: [02:37](#)

Even if you've never written sales copy before, you can learn it fairly rapidly. I have a course that teaches how to do that. Of course, there are other ways to learn it. I have a book and get for free. If you go to [inaudible] dot com slash free book, that'll get you started so it's not difficult to get started if you're a decent writer already. So the first step, the first thing you have to do is to learn copywriting. You do that by choosing a teacher. I believe you should start with one teacher. I have a lot of reasons why I would say that teachers should be me, but it could be somebody else. Maybe somebody else is the right choice for you. I'm not shy about saying there are great teachers out there. There's John Carlton, there's Kevin Rogers, there are Duh, the Halberts. There are many other teachers of copywriting.

Speaker 1: [03:22](#)

Bob Bly is a great teacher of copywriting, so you've got to pick the person that resonates the most with you that makes the most sense for you. If you're listening to this podcast, I think I might be that person, but maybe not. Whomever you choose to learn from. Consume all that teacher's instruction like my buddy John Lee Dumas says, focus follow one course until success. Then as you're under the tutelage of a modern day living teacher who can coach and mentor you, you want to study the masters of the art of copywriting. People like Claude Hopkins, John Caples, Robert Collier. These are the people who started the business we think of as direct response copywriting and there are many others. We'll put a list in the show notes of books and great masters you may want to study, give attention to, to study their copy, their methodology, read about their careers, their lives.

Speaker 1: [04:14](#)

You need to have a sense of the history of this business in order to be relevant in today's version of this business. Now the next thing I would say you should do is hand write great copy. What I mean is find copy that has been successful that has sold millions of dollars worth of merchandise services products and has been the control, the winning version of copy that beats everybody else's version of copy. Trying to sell that same thing and copy that out by hand. You're going to copy stuff has been written by Eugene Schwartz and by Gary Halbert and by Clayton Makepeace and Dan Kennedy, and these are the people whose copy style you want to learn. You want to internalize, and the best way to internalize it is to use a

pen and a legal pad or notebook or journal and write out their copy word for word from their actual ads that they wrote and published in one.

Speaker 1: [05:04](#) The copywriting battle with doing this somehow begins to internalize those writing patterns into your nervous system. You begin to install the very techniques at the master's use to build their copywriting portfolio into yourself so you won't be copying their words, you won't be stealing their copywriting, but you will be internalizing their rhythms, their methods, their the devices they use to write in a particular way. This is the best way to do it. I learned this from Gary Halbert. I believe he's the first person to ever recommended, maybe not, but as far as I know he is, so that's something I would start immediately. So that's in the learn copywriting phase. That's phase one of becoming a profitable direct response copywriter. Phase two is get clients. This might surprise you that I'd recommend this before doing a lot of other stuff to build a business, but I think you should get clients first.

Speaker 1: [05:54](#) You don't need a website to get clients. You don't need a logo to get. You don't need a lot of things that people think you need to get clients. A lot of those things that people say they need to get before they get clients are actually excuses to keep them from doing this scary thing, which is talking to clients. I recommend you get clients first. This is a way for you to earn while you learn. You can get paid to learn about the online marketing business for instance. Or if you're writing for somebody who produces seminars, you can get paid to learn about the seminar business you need to get. In order to make this work. I believe you need to get a mentor, someone who can open doors for you, connect you with the right people so you can get hired by clients before you have a reputation, before you have a brand of your own and a mentor can help you do this and a mentor can help you set up a marketing system to keep the pipeline full of people who pay you as you're learning.

Speaker 1: [06:45](#) The Art and science of copywriting. I have a mentoring program. It's called our copywriting certification program. If you're interested in that, you should click the link in the show notes today. Go to [inaudible] dot com slash three nine five there'll be a link to certification where you can learn more about how to get certified as a copywriter. We have an opportunity for that coming up soon. Our next live event is just around the corner. Would love to have you there and take you under my wing for a year and help you build your career as a direct response copywriter. And the third stage, after you get clients and you have money coming in the door, you have a mentor helping you going over your work, reviewing things with

you, making sure you stay on track. You need to build a platform, you need to have a personal brand platform.

Speaker 1: [07:27](#) And the reason is very simple. It's the only way to distinguish yourself in the marketplace and stand out from all the other so called direct response copywriters who are out there. There's so many people that call themselves copywriters that don't have the experience, that don't have the chops, that don't have the skills to make it work, and yet they're getting clients because they're good at that particular part of things. So you've got to find a way to stand out and make a name for yourself. And the best name to make for yourself is your name to be yourself and build a personal brand. Some people are turned off by this. They want to build an anonymous company like industrial copywriting works LLC. I understand the motivation behind that, but it's difficult to build a business that has loyal customers and followers with a name like that.

Speaker 1: [08:17](#) It's much easier if you put your personality in front of people and let them get to know you. This is just a faster way to build a brand and it's also a more reliable brand to build because people become loyal to you. They, they learned to know, love and trust you and they will stay loyal to you over time. If you build this relationship over a long period of time, you can end up selling them very expensive training programs and mentoring programs and workshops and other products aside from copywriting, which is something we'll get to in just a moment. How do you build a personal brand business though? How do you build your own platform? Well, it starts with a website, but you can't stop there. You need to have other elements that are part of your platform. A platform is, think of it like a stage that you step on.

Speaker 1: [09:09](#) So your step up on the stage in front of the crowd and you begin to do your thing, your act, your stick, that's you become known for Shakespeare said all the world's a stage. Well, in today's world that's really true. And you get to choose whether you get on the stage or not. You get to build your own stage. It's your website, it's your social media presence. It's the content you create. The education based marketing that you do that brings people into your world, helps them get to know love and trust you and gets them ready to buy from you when the time comes and they need your services or products. So how do you build a platform? You build it slowly one piece at a time. And for you, this may mean building a blog or a website. People don't talk about blogs much anymore.

Speaker 1: [09:56](#) They don't talk about starting a blog. They say, I'm going to build a website. Often they're using blogging software to do it, but it's a website. That's what the general public

thinks of. They want to know what's your website address, not where's your blog, so you build a website. Easy way to do that. squarespace.com it's an x, it's inexpensive, it's professional looking. They have great templates and layouts that look really super sharp and it's hard to mess it up. Plus it's extensible. It has the ability to do things you're going to want to do later, like sell things from your website, have a member's area, things of that nature. Run ads on your website, perhaps it's all built into Squarespace. You don't have to update with patches or plugins or worry about what the latest attack on wordpress is. I use wordpress on my site, so yes, I like wordpress, but I think for most people starting out, if I were starting today, I would start by building a site on squarespace.com and that, no, I'm not an affiliate. I kind of wish I was right now because I realized I just gave a really good pitch for Squarespace, but oh well I'm helping you out. So there you go.

Speaker 1: [11:04](#) What happens once you've built your website. The reason you build your website first is you need to have your own platform on your own land, so to speak. You don't want to build your house on somebody else's property like on Facebook or on Instagram just to have them yank it out from under you and say, thanks for building this on our property. We will take over. Now you want to have your own place, your own website, and think of that as your home base. I owe this analogy to my friend Michael Hyatt and his book platform. Get noticed. In a noisy world, you should get that book. Your website is your home base and your social media pages or accounts are your outposts. You're embassies, so you want to go have a presence in social media and I believe you need to have Instagram, Facebook, and Twitter.

Speaker 1: [11:56](#) At the very least, I think you need those three. Instagram, Facebook and Twitter are just about required to play the game of social media today. And it doesn't matter if you like social media or you want to post on social media or you think that people should not be on social media because it's bad for society. This is how you build a personal brand business today. So thank you man. As a tool, even if you're not into social media or you're minimizing your digital presence online, this is marketing, this is business. This is how you do it. So what kind of content do you produce on social media and on your website for that matter, to build a personal brand, there are three pillars of building a personal brand. You need to educate people. You need to teach them. You need to encourage them or inspire them and you need to entertain them.

Speaker 1: [12:43](#) And entertainment and encouragement or inspiration usually come from sharing things about your personal life.

We all have challenges we've overcome, that's inspiring to people. We all have things we've accomplished that are inspiring to other people. People who like us, who know us, who trust us. See where I'm headed with this. You want to always be an encourager, not a, not a rabble rouser or a Downer or captain buzzkill. You want to be somebody who encourages other people, gives them hope and fire and positive feelings and makes them motivated to go out and do something. You try to build something or accomplished something and you want to educate them and I think you should be educating them in the area of marketing and copywriting because that's the thing that you are building your business on. If you're going to be a direct response copywriter and the greatest way to build your reputation is to teach.

Speaker 1: [13:34](#)

The best way to get authority is to teach. Teaching Establishes Trust. It establishes expertise, it removes resistance. It provides your customers with results in advance of phrase, I owe to my friend Frank Kern. You want to give them results in advance, teach them how to do stuff, teach them how to get started using copy to sell more of their products and services online. And of course when they get ready to hire a copywriter, who are they going to hire? They're going to hire you. This takes time. Now beyond having a website and social media presence, I also believe you need to really strongly consider having a podcast and a youtube channel. The reason is, first of all, youtube is the second largest search engine in the world. It's owned by the first largest search engine in the world. Google. That's not going to change anytime soon. Right now you have the opportunity to start a TV station. You're going youtube channel where you can build your personal brand around copywriting services and marketing. What you want to make your money doing, and you do it the same way you do on social media. You educate, you encourage and you entertain.

Speaker 1: [14:47](#)

Same is true of a podcast. Only a podcast has a special quality that I think it even in some ways more powerful than even the video of youtube and the way it works is this. There's something about the human voice that draws people in and if you can get people to listen to your podcast for 20 minutes, 30 minutes a week, sometimes in my case an hour or more a week, you are gaining an intimacy with him that you can't get in any other way that I am aware of. You are literally, if they're listening to you on their airpods, you're in their head literally in their ear canals talking to them. They're listening to you for 20 minutes, 30 minutes, 40 minutes, an hour a week. I don't know of any other way to get that kind of access to people and to be able to get to know them, to get them to know you.

Speaker 1: [15:36](#) It's the most intimate medium. I know that it's available to anybody who wants to play the game. You can start a podcast today. You don't need a bunch of special equipment. You can start it with your phone if you want. Now there is one piece of equipment. If you're going to buy equipment, I would recommend you get and that's the road cast or pro. We'll put a link in the show notes to road cast or pro. It's about 600 bucks. It's an entire studio in a box and you just plug a microphone into it, preferably the Audio Technica Atr 2100 which is about 60 bucks. So you're gonna have less than \$700 in your podcast studio and you can start immediately. And the key to building of podcasts is to do it with stunning regularity. I've been publishing this podcast for 395 weeks in a row without stop and it's built over time into the biggest most productive marketing activity I'm involved in online.

Speaker 1: [16:27](#) It'll take time for you to get there. Now, I started all this at your youtube channel podcast, social media, Twitter, Facebook, Instagram, website content marketing, education based marketing, teaching. Probably you're feeling like, good Lord Ray, how do I do all that? It's too much. You don't do it all at once. Remember how I said you start, you start by learning copywriting. That's step one. Step two is you get clients and in that process I really encourage you to get a mentor. And then step three is you build a platform that allows you to build your brand, to build your business and eventually to become your best copywriting client yourself. You're hiring yourself now to write copy for products that you've created, services that you've created other than copywriting personally. You've got stuff that sells while you're asleep while you're on the beach, just like all those other people that you've been writing copy for.

Speaker 1: [17:22](#) And this all takes time. So think of it as starting off. Maybe in year one you're going to learn copy and get a mentor and worked through getting clients. And in the meantime, you're gonna work on your personal brand. So year one maybe is the year that you build your website, your blog, or if you're into audio and you can turn on the microphone, just start talking. Maybe the thing you need to build first as your podcast or if you love turning on a camera and you have no problem making videos, you can crank those out like magic seemingly without effort, without getting tired, without being nervous. Then perhaps you start with the youtube channel, but you start with one thing and you build that. When it comes to social media, as my friend Mike Kim said in a recent interview on this podcast, you start with one social media outlet and you build that.

Speaker 1: [18:08](#) Maybe it's Instagram, it's the easiest one for a lot of people. One thing and build it one thing at a time, and I will encourage you to think about getting a mentor. One of the best ways to do this if you're getting started or you want to get started as a direct response copywriter, is to become a certified Ray Edwards copywriter with a certification. You get to use my seal of approval. You get to use my reputation and the people and connections I have in the business who are looking for copywriters. We have a constant stream of people coming to us asking for Ray, I need a copywriter for this project. Do you have a good one? This is why we started the certification program so I could recommend people that I knew were up to my standards and could help my colleagues and friends with their copywriting needs.

Speaker 1: [18:53](#) We also have an agency. It's possible you could end up working with the agency on some bigger projects that we do two or three of those a year with our agency inklings LLC. Now there's no promise that you can get work as a copywriter if you get certified. I don't promise you can work with the agency, but I will promise the only way to work with the agency is to be certified as one of our copywriters so you can take the steps that I've taught you in this episode and get started. You can do it on your own. You can do it for very little money. If you want to accelerate your progress, I suggest either you get my profitable copyrighting business course or you enroll in our next certification event, which is just around the corner, so I encourage you to go to the link in the show notes.

Speaker 1: [19:33](#) Go to [inaudible] dot com slash three nine five and you'll find the link to the certification program. We can find out how to apply for that and see if it's a good fit for you. If it is, we'd love to have you there and I'd love to shepherd and mentor you through the first year in your business as a copywriter. I love doing that. It's the thing that gives me the most rewarding these days. I enjoy seeing people get success more than they thought they were capable of and then some. It's a fun ride. I'd love to have you along regardless. I hope you found this episode helpful and if you would, I'd love it if you would share your impressions of the episode today. What was your key takeaway? Tell me your biggest takeaway from today's show on Twitter at Ray. Ever Instagram at Ray Evers. Facebook. Same thing. Ray Evers, Youtube Ray Edwards everywhere. Ray Edwards, today's show was produced by Chris Edwards. Show notes and worksheets by Douglas Pew and Juan Lopez. Until we meet again. May you prosper in all things health, wealth, and wisdom. Now go live your most prosperous life. See you next week.

Speaker 2:

[20:33](#)

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